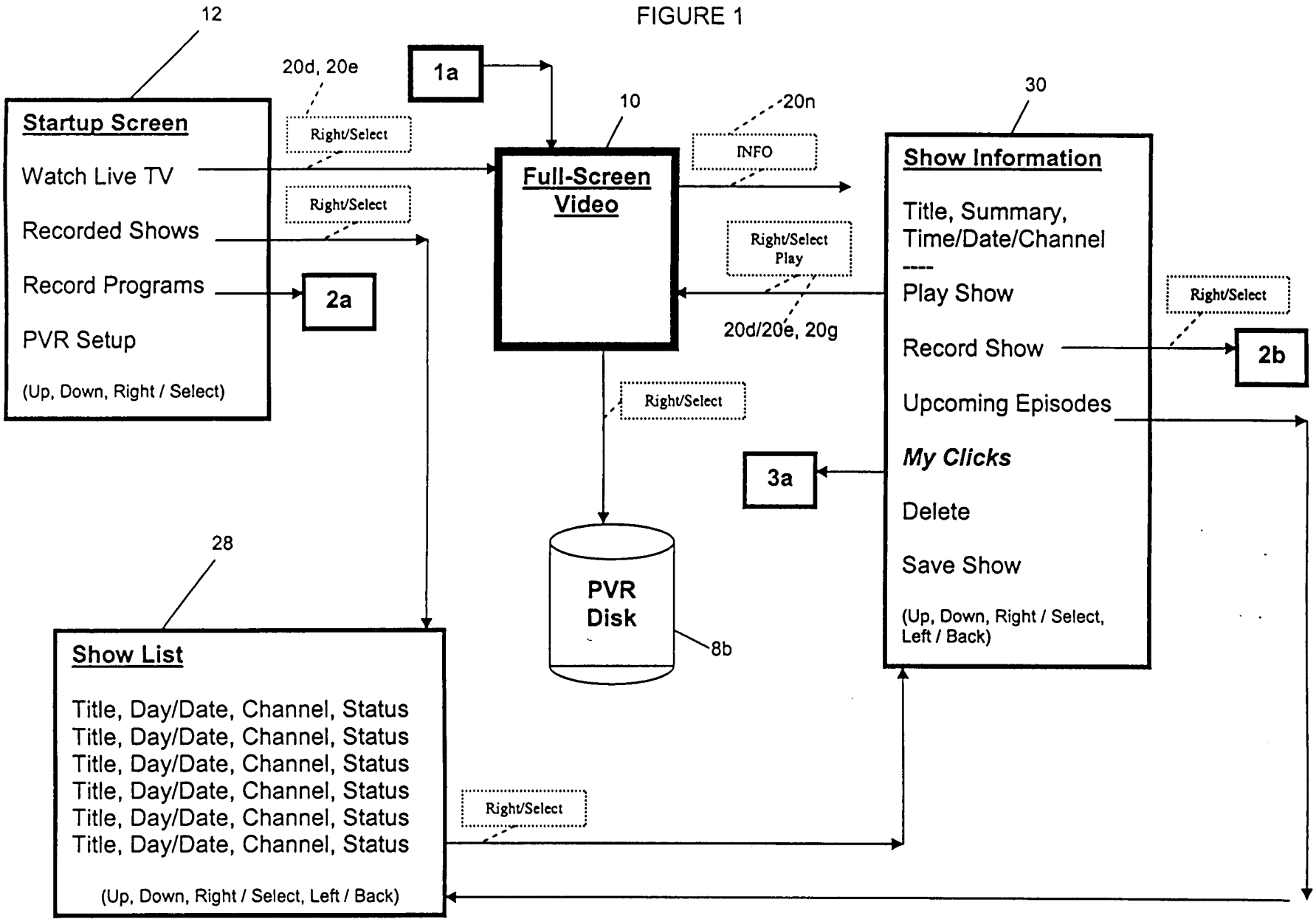
FIGURE 1


12
Startup Screen
Watch Live TV
Recorded Shows
Record Programs
PVR Setup
(Up, Down, Right / Select)
20d, 20e
Right/Select
Right/Select
2a
1a
10
Full-Screen Video
20n
INFO
Right/Select Play
20d/20e, 20g
30
Show Information
Title, Summary, Time/Date/Channel

Play Show
Record Show
Upcoming Episodes
My Clicks
Delete
Save Show
(Up, Down, Right / Select, Left / Back)
Right/Select
2b
Right/Select
3a
28
Show List
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
(Up, Down, Right / Select, Left / Back)
PVR Disk
8b
Right/Select

FIGURE 2

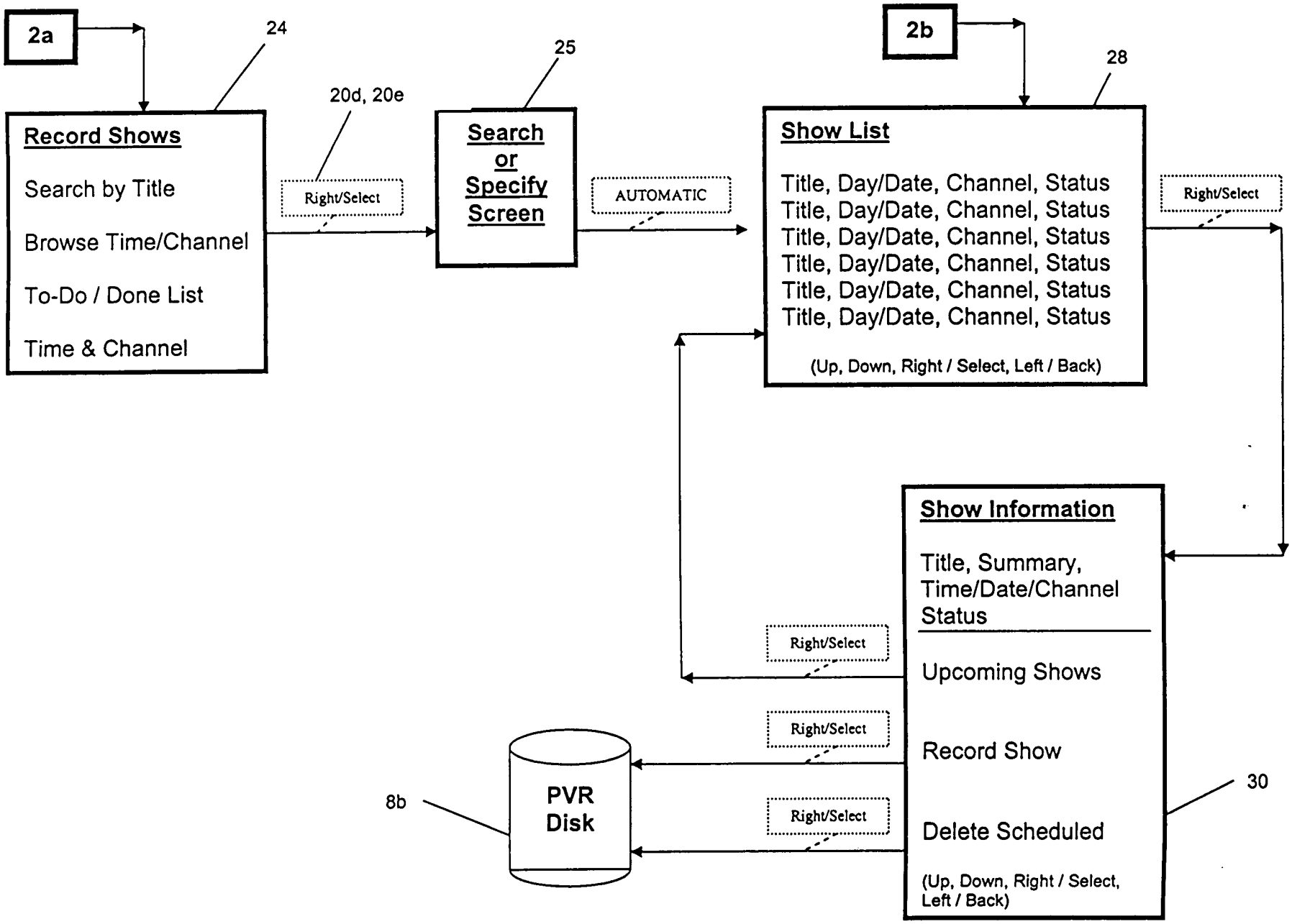
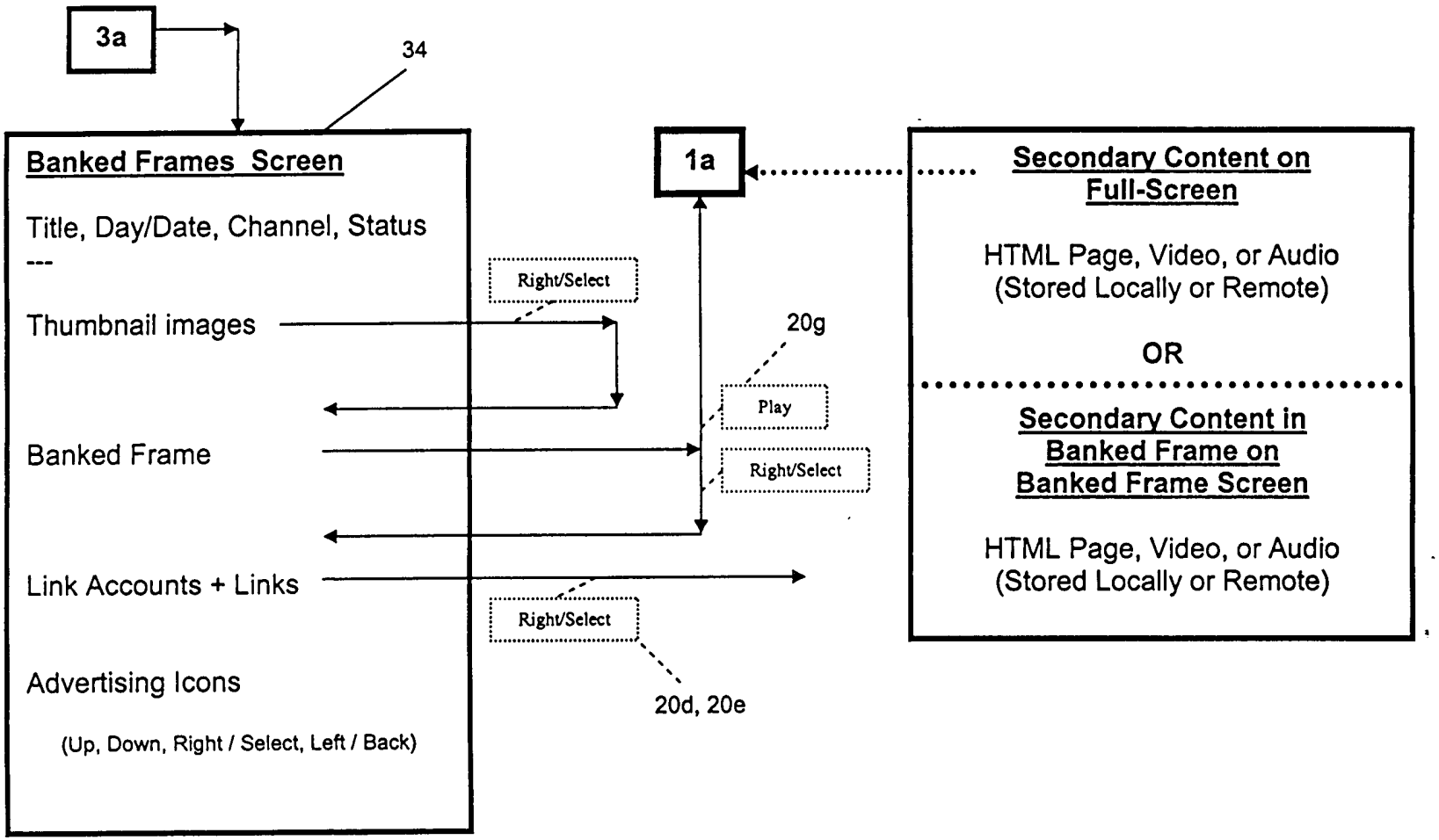

2a
24
Record Shows
Search by Title
Browse Time/Channel
To-Do / Done List
Time & Channel
20d, 20e
Right/Select
25
Search or Specify Screen
AUTOMATIC
2b
28
Show List
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
Title, Day/Date, Channel, Status
(Up, Down, Right / Select, Left / Back)
Right/Select
Show Information
Title, Summary, Time/Date/Channel Status
Upcoming Shows
Record Show
Delete Scheduled
(Up, Down, Right / Select, Left / Back)
30
Right/Select
Right/Select
Right/Select
8b
PVR Disk

FIGURE 3


3a
34
Banked Frames Screen
Title, Day/Date, Channel, Status

Thumbnail images
Banked Frame
Link Accounts + Links
Advertising Icons
(Up, Down, Right / Select, Left / Back)
Right/Select
Right/Select
Right/Select
20g
Play
20d, 20e
1a
Secondary Content on Full-Screen
HTML Page, Video, or Audio (Stored Locally or Remote)
OR
Secondary Content in Banked Frame on Banked Frame Screen
HTML Page, Video, or Audio (Stored Locally or Remote)

FIG. 4

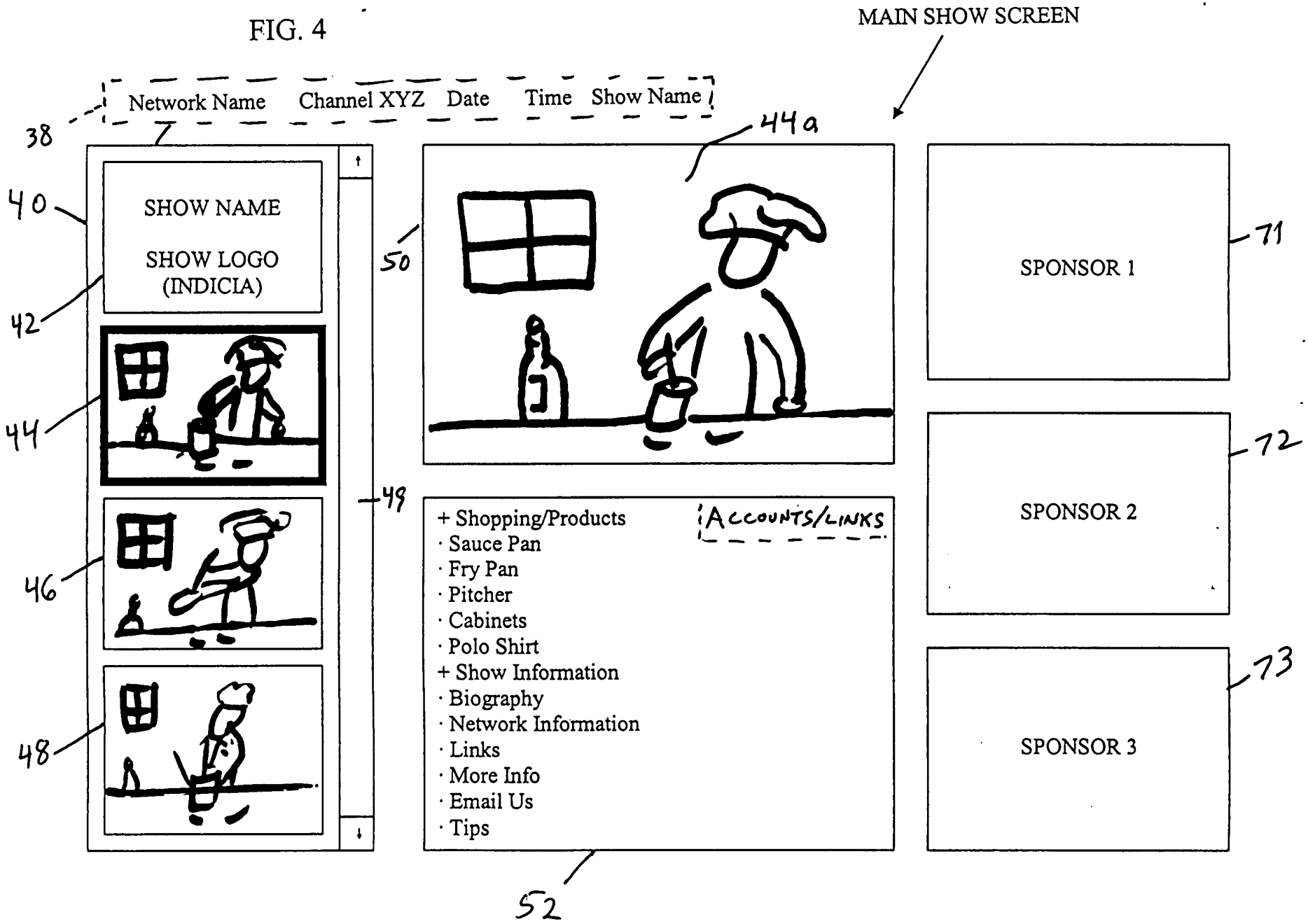

MAIN SHOW SCREEN
Network Name
Channel XYZ
Date
Time
Show Name
38
40
SHOW NAME
SHOW LOGO
(INDICIA)
42
44
46
48
49
50
44a
+ Shopping/Products
· Sauce Pan
· Fry Pan
· Pitcher
· Cabinets
· Polo Shirt
+ Show Information
· Biography
· Network Information
· Links
· More Info
· Email Us
· Tips
ACCOUNTS/LINKS
52
SPONSOR 1
71
SPONSOR 2
72
SPONSOR 3
73

FIG. 5

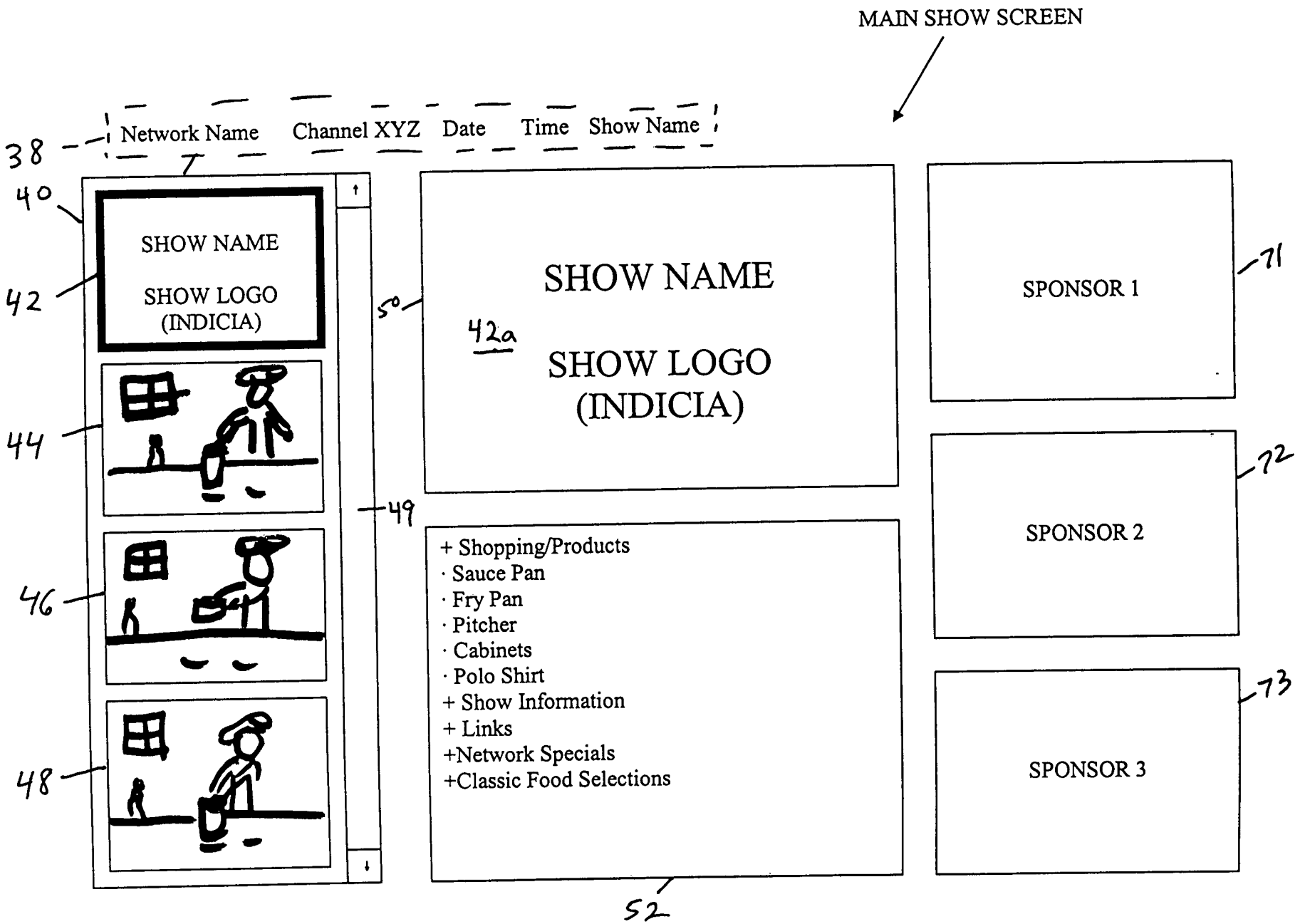

MAIN SHOW SCREEN
38
Network Name
Channel XYZ
Date
Time
Show Name
40
SHOW NAME
42
SHOW LOGO
(INDICIA)
44
46
48
50
SHOW NAME
42a
SHOW LOGO
(INDICIA)
49
+ Shopping/Products
· Sauce Pan
· Fry Pan
· Pitcher
· Cabinets
· Polo Shirt
+ Show Information
+ Links
+Network Specials
+Classic Food Selections
52
SPONSOR 1
71
SPONSOR 2
72
SPONSOR 3
73

FIG. 6

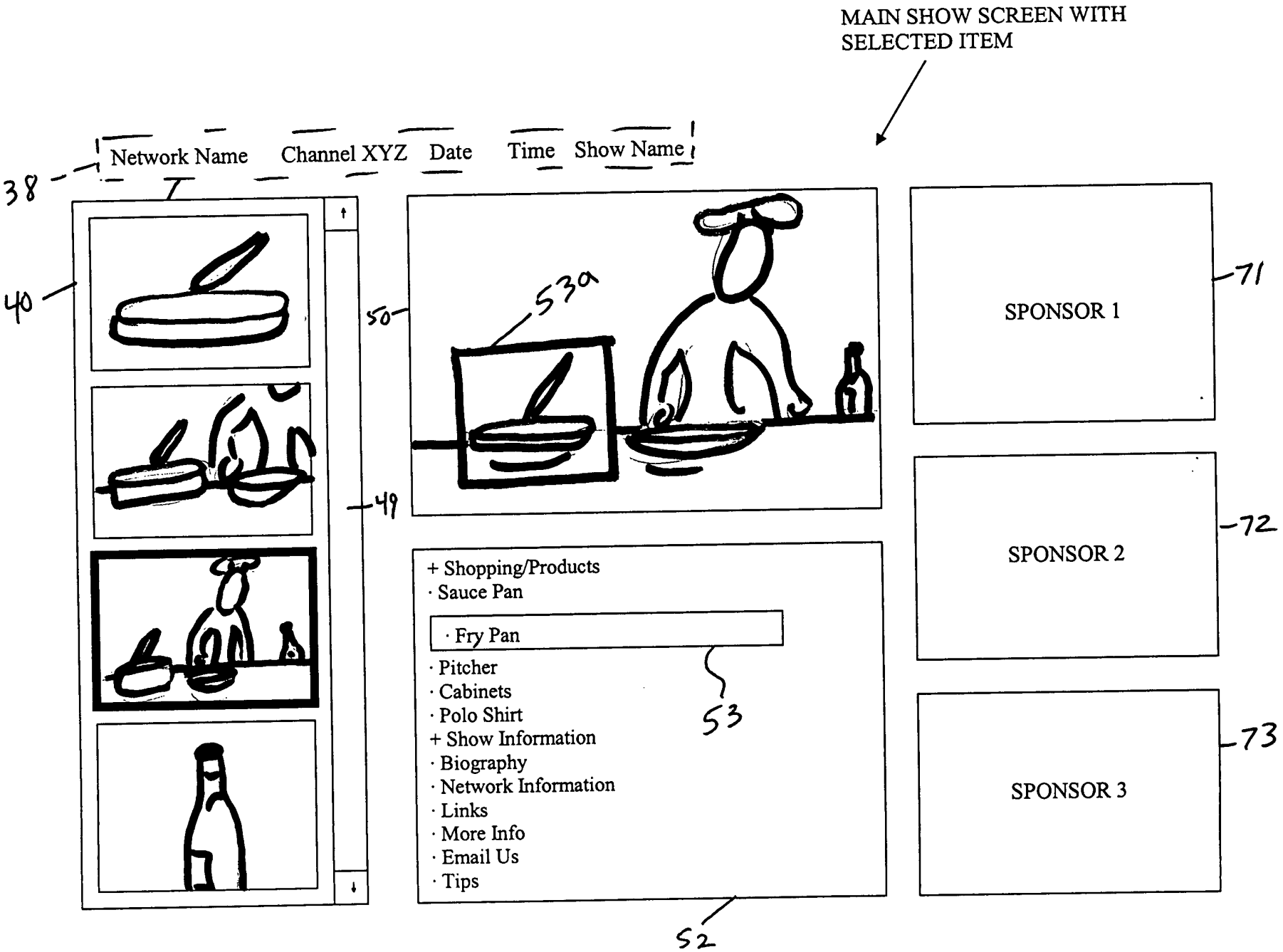

MAIN SHOW SCREEN WITH SELECTED ITEM
Network Name
Channel XYZ
Date
Time
Show Name
38
40
50
53a
49
SPONSOR 1
71
SPONSOR 2
72
SPONSOR 3
73
+ Shopping/Products
· Sauce Pan
· Fry Pan
· Pitcher
· Cabinets
· Polo Shirt
+ Show Information
· Biography
· Network Information
· Links
· More Info
· Email Us
· Tips
53
52

FIG. 7

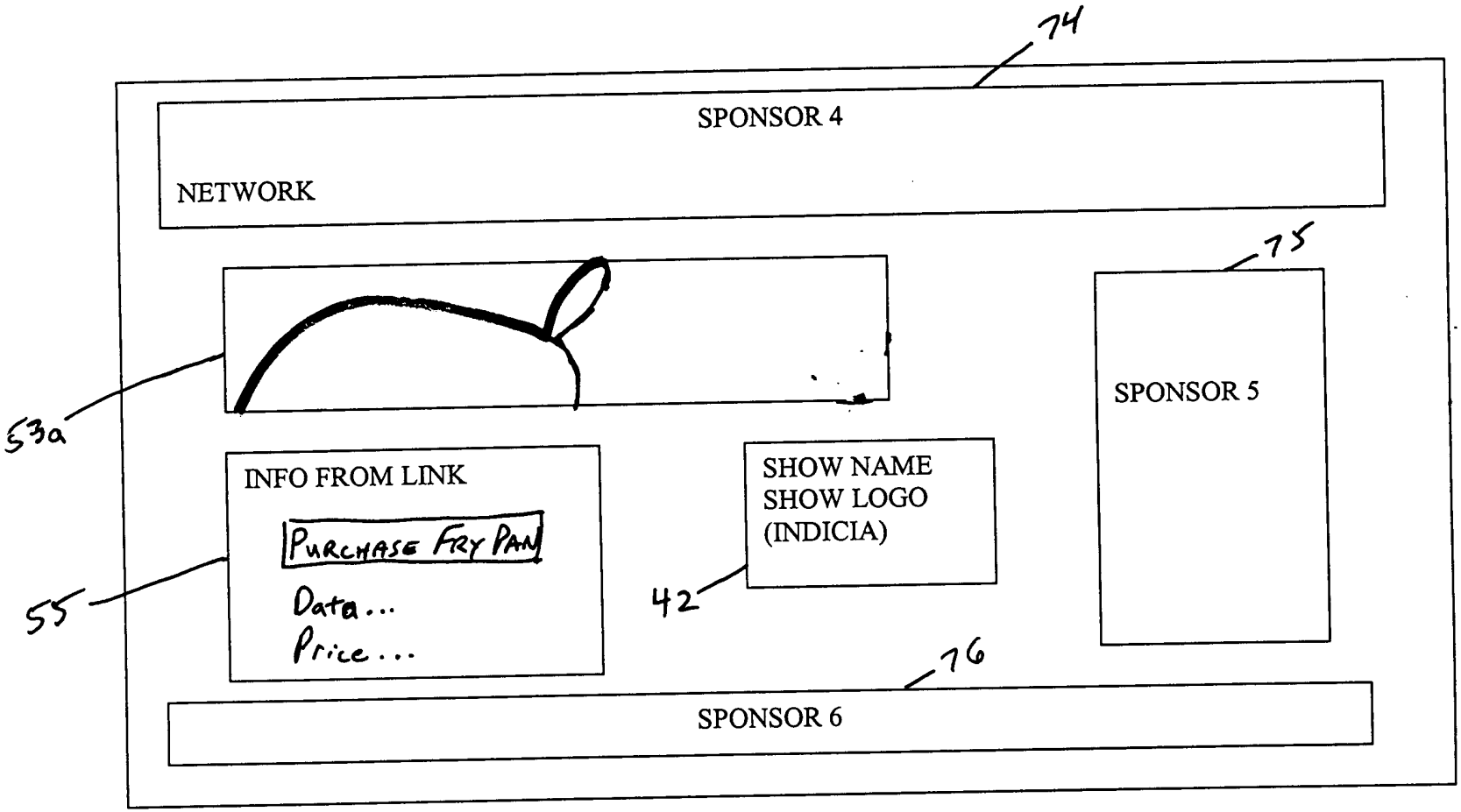

74
SPONSOR 4
NETWORK
75
SPONSOR 5
53a
INFO FROM LINK
PURCHASE FRY PAN
Data...
Price...
55
SHOW NAME
SHOW LOGO
(INDICIA)
42
76
SPONSOR 6

FIGURE 8

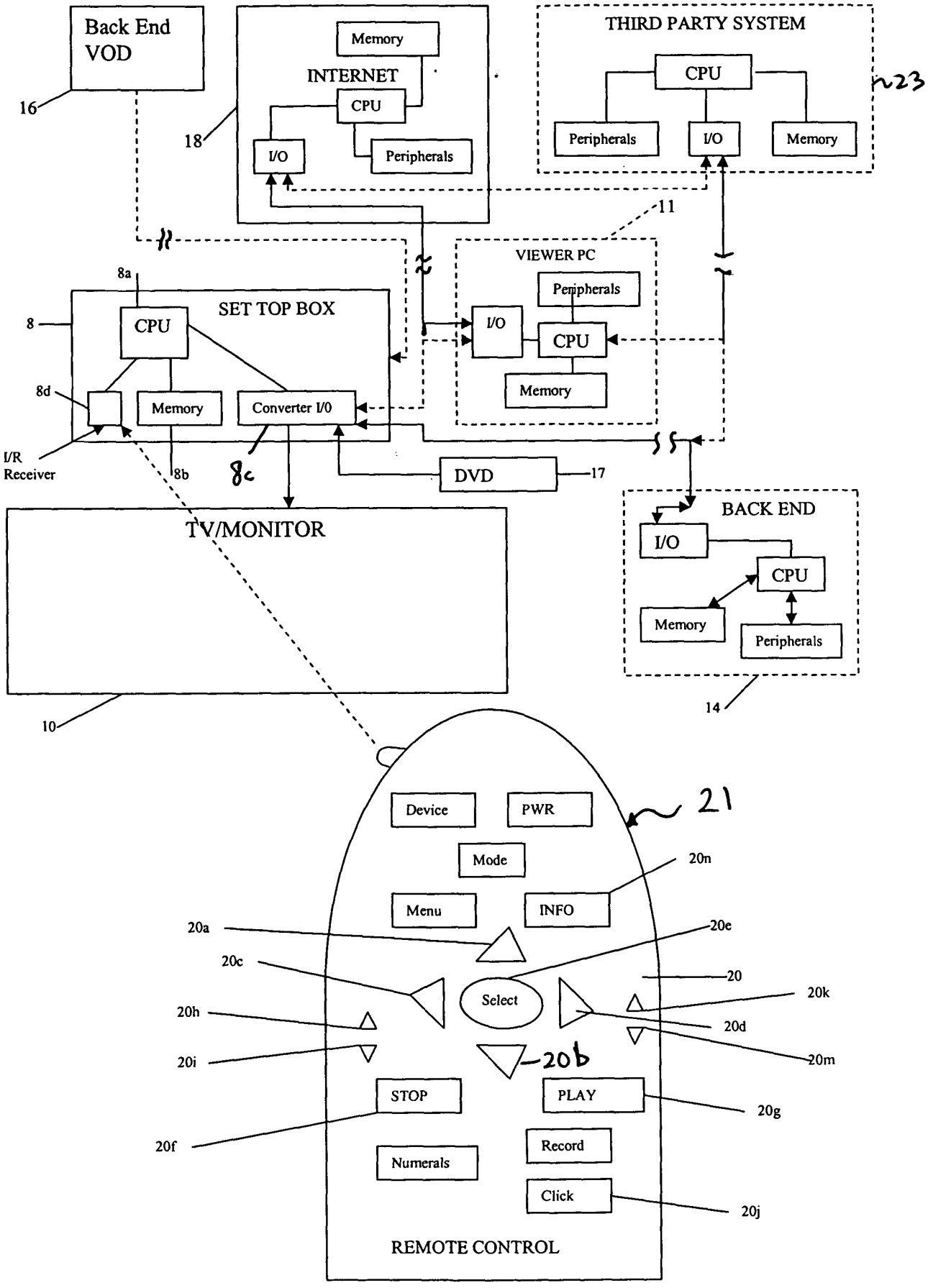

Back End VOD
16
Memory
INTERNET
CPU
I/O
Peripherals
18
THIRD PARTY SYSTEM
CPU
Peripherals
I/O
Memory
23
11
VIEWER PC
Peripherals
I/O
CPU
Memory
8a
SET TOP BOX
8
CPU
8d
Memory
Converter I/0
I/R Receiver
8b
8c
DVD
17
TV/MONITOR
10
BACK END
I/O
CPU
Memory
Peripherals
14
21
Device
PWR
Mode
Menu
INFO
20n
20a
20e
20c
20
20k
Select
20h
20d
20i
20b
20m
STOP
PLAY
20g
20f
Record
Numerals
Click
20j
REMOTE CONTROL

FIG. 9

FRAME NUMBER	OBJECT OR ITEM NUMBER	LINKS (METADATA)	AUXILIARY OR SECONDARY DATA
1	1	L_A, L_B, L_C	A, B, C
1	2	L_B, L_D, L_E	B, D, E
i	j	L_X, L_Y, L_Z	X, Y, Z
.	.	.	.
.	.	.	.
.	.	.	.

FIG. 10

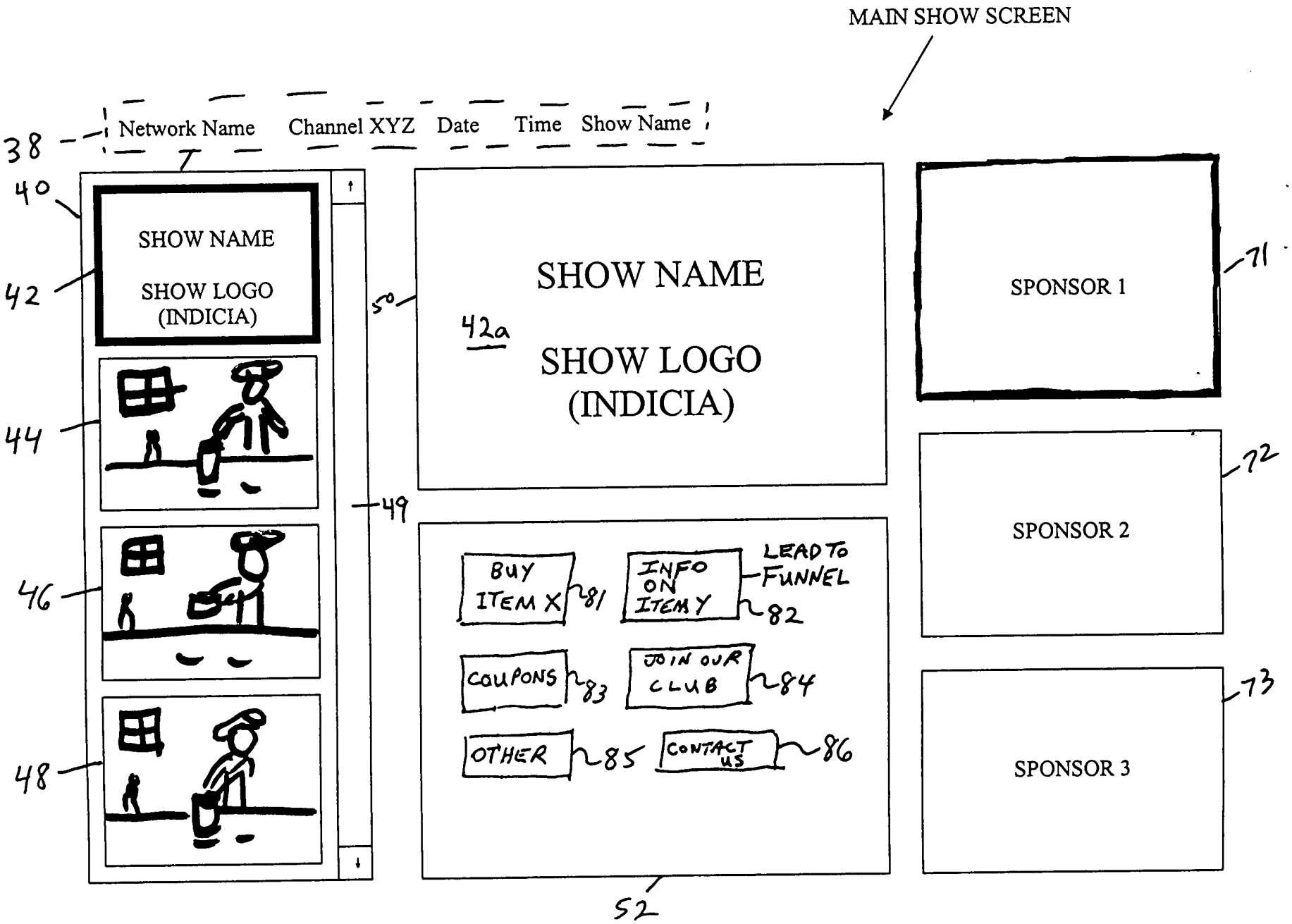

MAIN SHOW SCREEN
38
Network Name
Channel XYZ
Date
Time
Show Name
40
SHOW NAME
42
SHOW LOGO
(INDICIA)
44
46
48
50
SHOW NAME
42a
SHOW LOGO
(INDICIA)
49
BUY ITEM X
81
INFO ON ITEM Y
LEAD TO FUNNEL
82
COUPONS
83
JOIN OUR CLUB
84
OTHER
85
CONTACT US
86
52
SPONSOR 1
71
SPONSOR 2
72
SPONSOR 3
73

FIG. 11

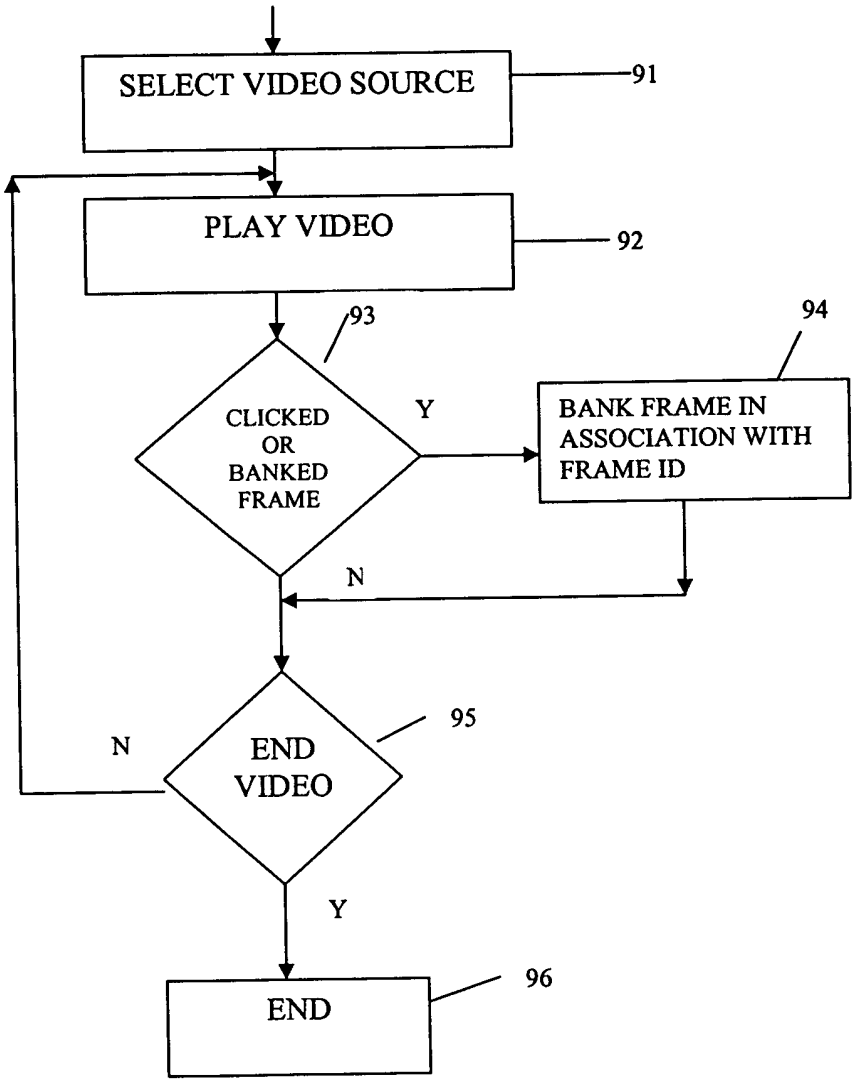

SELECT VIDEO SOURCE
91
PLAY VIDEO
92
93
94
CLICKED OR BANKED FRAME
Y
BANK FRAME IN ASSOCIATION WITH FRAME ID
N
END VIDEO
95
N
Y
END
96

FIG. 12

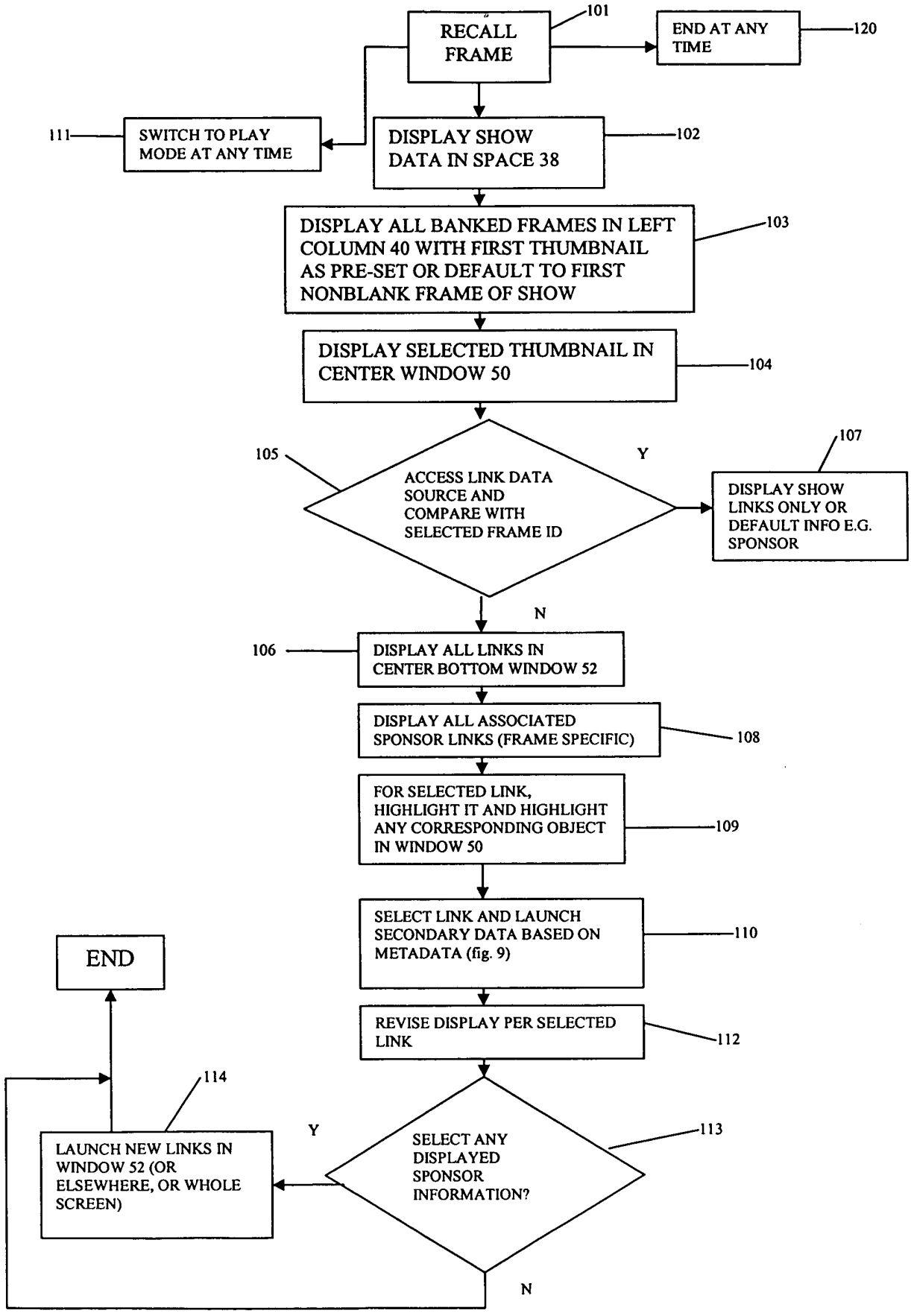
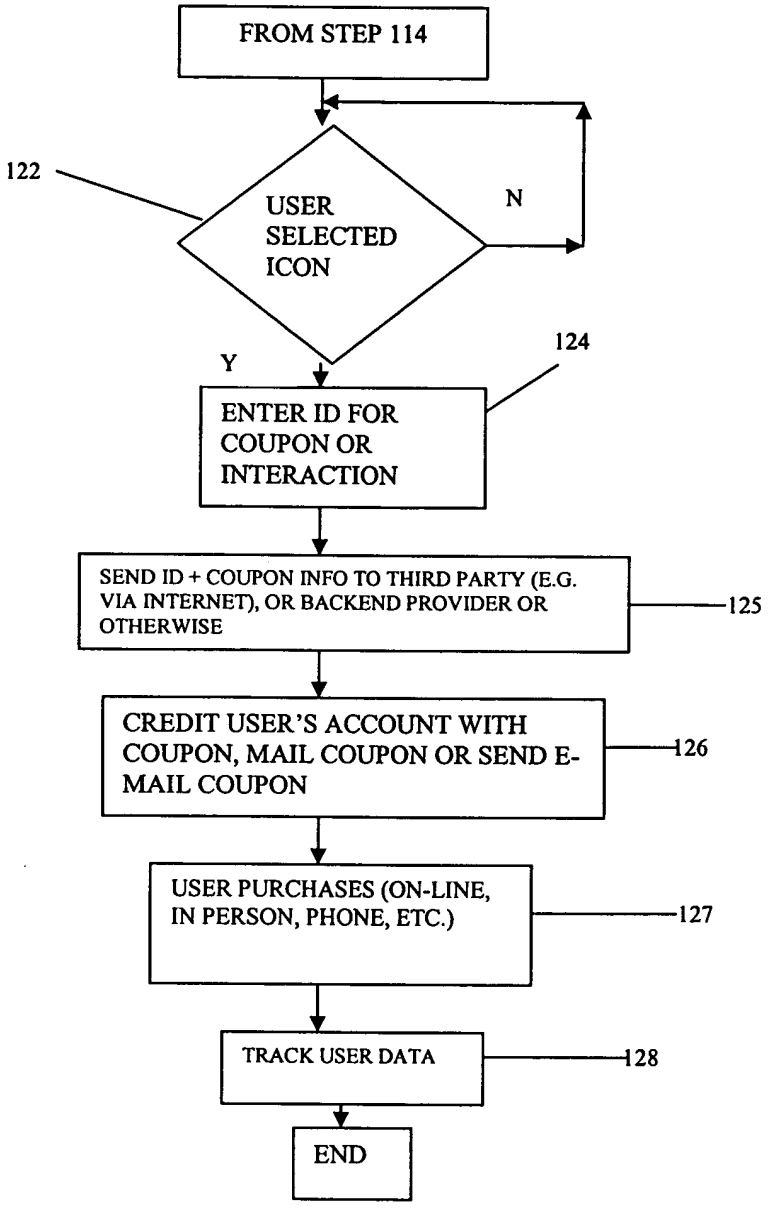

RECALL FRAME
101
END AT ANY TIME
120
SWITCH TO PLAY MODE AT ANY TIME
111
DISPLAY SHOW DATA IN SPACE 38
102
DISPLAY ALL BANKED FRAMES IN LEFT COLUMN 40 WITH FIRST THUMBNAIL AS PRE-SET OR DEFAULT TO FIRST NONBLANK FRAME OF SHOW
103
DISPLAY SELECTED THUMBNAIL IN CENTER WINDOW 50
104
105
ACCESS LINK DATA SOURCE AND COMPARE WITH SELECTED FRAME ID
Y
107
DISPLAY SHOW LINKS ONLY OR DEFAULT INFO E.G. SPONSOR
N
106
DISPLAY ALL LINKS IN CENTER BOTTOM WINDOW 52
DISPLAY ALL ASSOCIATED SPONSOR LINKS (FRAME SPECIFIC)
108
FOR SELECTED LINK, HIGHLIGHT IT AND HIGHLIGHT ANY CORRESPONDING OBJECT IN WINDOW 50
109
SELECT LINK AND LAUNCH SECONDARY DATA BASED ON METADATA (fig. 9)
110
END
REVISE DISPLAY PER SELECTED LINK
112
114
LAUNCH NEW LINKS IN WINDOW 52 (OR ELSEWHERE, OR WHOLE SCREEN)
Y
SELECT ANY DISPLAYED SPONSOR INFORMATION?
113
N

FIG. 13


FROM STEP 114
122
USER SELECTED ICON
N
Y
124
ENTER ID FOR COUPON OR INTERACTION
SEND ID + COUPON INFO TO THIRD PARTY (E.G. VIA INTERNET), OR BACKEND PROVIDER OR OTHERWISE
125
CREDIT USER'S ACCOUNT WITH COUPON, MAIL COUPON OR SEND E-MAIL COUPON
126
USER PURCHASES (ON-LINE, IN PERSON, PHONE, ETC.)
127
TRACK USER DATA
128
END